



# SOPHE

**Society** for **Public Health Education**

**2024 Exhibitor, Sponsor & Advertising Prospectus**

**March 19-21, 2024 – St. Louis, MO**

**New & expanded opportunities for targeted  
marketing and promotion!**

**Connect with today's health education professionals and students**

Contact: Tom Webb, Director of Membership,  
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## Mission

Supporting leaders in health education and promotion to advance healthy and equitable communities across the globe.

## About SOPHE

SOPHE is the premier nonprofit organization for public health, health education and promotion practitioners, students, and academia. Our members work in government, colleges, universities, healthcare organizations, worksites, community-based agencies, PreK-12 schools, and other settings to improve the public's health through research, programs, and public policy efforts.

The Society for Public Health Education (SOPHE) invites you to experience the power of engagement as part of our largest, most innovative, and most exciting year of events yet!

## SOPHE Events & Opportunities



## The value of SOPHE Sponsorship

**Gain visibility** and leverage multiple opportunities throughout the SOPHE 2023 experience to target your organization's brand, products, and services directly to attendees.

**Enhance your brand:** Boost your market awareness among leaders and experts in the public health, health education, and health promotion profession before, during, and following the conference.

**Reach a large audience:** Speak directly with attendees who promote healthy communities and those pursuing additional educational opportunities – and increase visibility among attendees providing maximum return on your marketing investment.

**Capture qualified leads:** Receive actionable data analytics as attendees navigate the exhibit hall and download your resources.

**Gain a competitive edge:** Learn about changes in the field from health education experts to stay ahead of the curve for future product development.

**Network:** Maximize interaction to promote spontaneous and relevant networking among attendees during dedicated exhibitor time.

**Engage:** SOPHE delivers cutting-edge content to attendees with a rich diversity of engaging sessions enabling participants to interact, participate and learn.



I was checking the exhibit hall yesterday and I will continue checking it out today! I am super excited - so much to learn!

**Gabriela**

SANTA CLARA, CA





**SOPHE 2024** is your chance to reach more than 800+ public health, health education, and health promotion practitioners, students, and academic faculty eager to **connect** with the latest health education tools, resources, textbooks, software, and professional preparation and certification programs to advance the public's health.

SOPHE 2024 is your **opportunity** to be a part of something bold, **engage** with an international audience and gain access to enduring educational content.






SOPHE 2024 is an **innovative environment** that reaches beyond passive online education to transformative education and engagement. Attendees will advance their professional development, networking, and continuing education.

#### SOPHE 2024 Projected Reach & Exposure

- 800+ faculty, practitioners, and students attend
- 325+ speakers and poster presenters
- 50+ states and other countries represented

**SOPHE 2024 welcomes exhibitors and sponsors** who are eager to connect with decision-makers and information multipliers via engaging, targeted communication and marketing in group and one-to-one meetings. **The possibilities are endless!**

# SOPHE Annual Conference Sponsorships

Benefits	 1K	 2.5K	 4K	 5K	 10K
	Bronze	Silver	Gold	Platinum	Diamond
<p><b>Special Recognition</b></p> <ul style="list-style-type: none"> <li><b>Recognition</b> in event marketing &amp; communications</li> <li><b>Logo</b> on all digital platforms</li> <li><b>Recognition</b> in social media posts</li> <li><b>Visual recognition</b> during concurrent sessions</li> <li><b>Verbal recognition</b> during opening &amp; closing plenary sessions</li> <li><b>60-second video</b> to open the keynote/ plenary session</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>
<p><b>Exhibits</b></p> <ul style="list-style-type: none"> <li><b>Exhibit booth</b> - 6' display table &amp; chairs</li> <li><b>Registration</b> - exhibit only</li> <li><b>Registrations</b> - full conference</li> <li><b>Bag stuffer</b> for attendee bags</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>1</li> <li>1</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>1</li> <li>1</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>2</li> <li>2</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>3</li> <li>3</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>4</li> <li>4</li> <li>✓</li> </ul>
<p><b>Advertising</b></p> <ul style="list-style-type: none"> <li><b>Logo recognition</b> on conference online platforms before, during &amp; 12 months following the conference</li> <li><b>Logo recognition</b> in all electronic communication</li> <li><b>Feature placement</b> on SOPHE's website</li> <li><b>Carousel placement</b> on SOPHE's website</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

# SOPHE Annual Conference

## Events

### Opening Keynote

Sponsor the keynote session to kick off the three-day conference. Submit a 60-second video to open the keynote session.

### Plenary Sessions

Sponsor a SOPHE plenary session. Submit a 60-second video to open a plenary session.

### Concurrent Sessions

Sponsor a concurrent session. Submit a 1-minute video to play in the opening of a concurrent session.

### Networking Lunch

Sponsor a luncheon. Deliver a short presentation or demonstration.

### Opening Reception

Sponsor SOPHE's Annual Conference kick-off event - a time to meet and mingle.

### Awards Gala

Sponsor SOPHE's Annual Gala to recognize excellence.

\$ 5K

1

\$ 2.5K

3

\$ 1K

20

\$ 2.5K

1

\$ 5K

1

\$ 5K

1

Available

## Engagement

### Mobile App

Prominent visibility in app & onsite at conference

\$ 5K

1

### Tote bags

Logo imprinted on attendee tote bags

\$ 5K

1

### Lanyards

Logo imprinted on attendee badge lanyards

\$ 2.5K

1

### Bag Stuffer\*

One marketing piece included in attendee bag

\$ 500

Unlimited

# SOPHE Annual Conference

**Participant Wifi - 1 day**

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**Continental Breakfast Station**

For all SOPHE 2024 attendees – signage & recognition

**Beverage or Snack Station**

Morning or afternoon treat – signage & recognition

\$  
5K

1

\$  
5K

Available

2

\$  
1.5K

4

## SOPHE Annual Conference Exhibits

Three Days | March 19-21

**SOPHE sponsor and exhibitor rules and regulations.**

**SOPHE reserves the right to reject any sponsor, exhibitor, promotional material or exhibit for any reason, which need not be disclosed to the party submitting the request. Acceptance as an exhibitor does not mean the product or services exhibited is approved or endorsed by SOPHE. The exhibiting company shall not state or imply such approval or endorsement, before, during or after the conference. For inclusion in all marketing materials, SOPHE must receive a completed form with the required information and full payment by February 23, 2024.**

**Deposits and Payments: Outstanding invoices must be paid in full before an application for exhibitor/sponsorship application is final. Exhibitor/sponsor applications submitted prior to February 9, 2024, must include a 50% deposit. Applications submitted after February 9, 2024 must include full payment. Deadline for all exhibitors/sponsors is February 23, 2024.**

**Provide credit card payment online or make checks payable in U.S. funds to: SOPHE, c/o Exhibits2023, 10 G Street NE, Suite 605, Washington, DC, 20002.**

**Cancellation: There are no refunds for cancellations for any reason after February 23, 2024. Cancellation and other stipulations outlined in the rules and regulations apply. This Agreement is subject to all terms and conditions on the invitation to exhibit and made a part thereof.**



## Exhibitor/Sponsor Rules and Regulations

**Agreement to Rules:** Each exhibitor and employee agree to be bound by the rules and regulations set forth herein and by all provisions of SOPHE and by amendments or additions thereto which may hereafter be established or put into effect by SOPHE. All points covered in the terms of the Agreement may be clarified through correspondence with SOPHE. SOPHE reserves the right to reject any sponsor, exhibitor, promotional material or exhibit for any reason, which need not be disclosed to the party submitting the request. Acceptance as an exhibitor does not mean the product or services exhibited is approved or endorsed by SOPHE. The exhibiting company shall not state or imply such approval or endorsement, before, during or after the conference.

**SOPHE's 2024 Annual Conference:** To be included in the onsite materials, SOPHE must receive a completed form with the required information and full payment by February 23, 2024.

**Deposits and Payments:** Outstanding invoices must be paid in full before applying for exhibitor/sponsorship application is considered confirmed. Exhibitor applications submitted prior to February 10, 2023, must include a 50% deposit. Applications submitted after February 9, 2024, must include full payment. Deadline for all exhibitors & sponsors is February 23, 2024.

Provide credit card payment online or make checks payable in U.S. funds: SOPHE, c/o Exhibits 2024, 10 G Street NE, Suite 605, Washington, DC, 20002.

**Cancellation:** There will be no refunds for cancellations for any reason after February 23, 2024. Cancellation and other stipulations outlined in these Rules & Regulations apply. This Agreement is subject to all terms and conditions on the invitation to exhibit and made a part thereof.

**Contract:** The application and contract for exhibit space, when properly executed by the exhibitor and accepted in writing by SOPHE, shall be considered a binding agreement between the parties, subject to the rules and regulations promulgated by SOPHE.

**Food and Beverage Distribution:** Exhibitors who want to bring in food or beverage for attendees must fully comply with all hotel rules and regulations.

**Liability:** SOPHE, its employees, directors, agents, volunteers and subcontractors, the facility, the general contractor, the employees thereof, and their representatives shall not be responsible for any injury, loss or damage that may occur to or by the exhibitor or sponsor, its agents or employees, or property or materials arising from any cause whatsoever, prior, during, or after the exhibit. Exhibitor or sponsor expressly understands that it releases SOPHE and agrees to indemnify, defend and hold harmless SOPHE, its employees, directors, agents, volunteers, and subcontractors, the facility, and the general contractor from and against all claims for loss, injury or damage due to its actions or omissions or those of its employees or agents.

**Fire Regulations:** Fire ordinances prohibit the use of any materials not flameproof. Packing containers, etc. may not be stored under tables or behind the display. Open flames, butane gas, oxygen tanks, etc. are not permitted. Agree to fully comply with all hotel rules & regulations.

**Hold Harmless:** SOPHE shall not, nor any of its sponsors, officers or agents, be liable for damage or loss to exhibitors' properties through theft, fire, accident or any destructive cause. Exhibitors shall ensure their own exhibit and display materials. It is agreed that exhibitors assume all responsibility for damage to the exhibit area and they shall indemnify and exempt SOPHE and its sponsors from all liability that may ensue from any cause whatsoever, including injury to visitors, exhibitors or their agents.

**Inability to Perform:** If SOPHE should be prevented from conducting the exposition by any cause beyond its control or if it cannot permit the exhibitor to occupy space due to circumstances beyond its control, SOPHE will refund to the exhibitor the amount of the rental fee, less a proportionate share of the exposition expenses, and SOPHE shall have no further obligation or liability to the exhibitor.

**Interpretation and Application of Rules and Regulations of Exhibitors:** SOPHE reserves the right to construe and apply all rules and regulations for exhibitors and, when in the judgment of SOPHE exceptions or additions are necessary, the decision of SOPHE shall be binding in all instances.

**Restrictions:** SOPHE reserves the right to expel, decline or prohibit any exhibit or part of an exhibit or proposed exhibit or ad which is not suitable or in accordance with the ethics of SOPHE, or which does not comply with the rules established. SOPHE reserves the right to bar any exhibitor. This reservation concerns persons, conduct, printed matter, souvenirs, catalogs, etc. Interference with the light, sound or space of other exhibitors will not be allowed. The placement of all signs, banners and advertising matter shall be subject to approval by SOPHE. Public address systems and sound audio-visual devices may not be used without special permission, and, when used, must not interfere with other exhibitors. In the event of any such declination, cancellation, or removal, the contracting parties agree that no liability shall attach to said associations by reason of any such actions.

**Shipping:** Exhibitors are responsible for ALL shipping charges for their materials and any additional fees incurred by the convention center.

**NOTE:** SOPHE reserves the right to make changes, for compelling reasons, to the information set forth. Such changes will be communicated by SOPHE to all contracted exhibitors.

The Society for Public Health Education (SOPHE) is a nonprofit association that supports leaders in public health, health education and promotion to advance healthy and equitable communities across the globe. SOPHE members work in health care settings, communities, organizations, schools, universities, worksites, and in local, state and federal government agencies. For more information visit [www.sophe.org](http://www.sophe.org).

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